

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO
PREVENTION AND CESSATION EXECUTIVE BOARD
MARCH 21,2002**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 1:00 p.m., EST, in the 2nd Floor Conference Room of the ISTA Building, 150 W. Market Street.

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Mohammad Torabi, PhD
Frank Kenny
Richard Huber, MD
Peggy Voelz
Robbie Barkley
Patricia Hart
Richard Feldman, M.D.
Stephen Jay, M.D.
Matt Steward for Steve Carter (Ex-Officio)
Janet Corson, for John Hamilton (Ex-Officio)
Robert Keen, PhD
Michael Blood, MD
J. Michael Meyer
Steve Simpson, MD
Alan Snell, MD
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Cecilia Williams
Olga Villa Parra
Heather McCarthy
Arden Christen, DDS
Diana Swanson, NP

The following Executive and Advisory Board members were not in attendance:

James Jones
Alice Weathers
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)

Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)
Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)
Kay Wheeler (Advisory Board)

Agency staff in attendance:

J.D. Lux, Deputy Director & General Counsel
Anita Gaillard, Director of Community Programs
Celesta Bates, Finance Officer
Miranda Spitznagle, Director of Program Evaluations
Phil Lehmkuhler, Director of Contract Management and Human Resources
Kristen Kearns, Administrative Assistant

Agency Staff not in attendance:

Becky Haywood, Executive Administrative Assistant

Others in Attendance:

Aida McCammon, Wishard
Kim Mannweiler, The Sanders Group
Jack Halloran, ACS
Rep. Bill Crawford, IBLC
Kara Mitchell, American Red Cross
Harry Davis, MZD Advertising
Margaret Davidson, MZD Advertising
Catherine Parker, MCHD
Darla Shields, MZD Advertising
Jill Richardson, MZD Advertising
R. J. Gerard, MZD Advertising
Chuck Wolfe, MZD Advertising
Derek Sublette, Baker & Daniels
Penny Davis, ISEP
Robin Poindexter, ISEP
Brian K. Lucas, ITI
Jeff Stutesman, Indiana Newspaper Advertising Network
Steve Anderson, ISEP
Kelly Alley, Smoke Free Indiana
Louise Polansky, DMHA
Stephen Kay, HSPA
Mike Pitts, IPCA
Marlene Dotson, Office of Congresswoman Julia Carson
Doug Evans, American Institutes for Research
Sarah Ray, American Institutes for Research

Alec Ulasevich, American Institutes for Research

Mr. Farris called for approval of the minutes of the January meeting. Motion to approve minutes with no corrections was made by Ms. Barkley, seconded by Dr. Blood. Motion approved.

Mrs. Bates gave a financial report for the month of February 2002. Motion to approve report as given made by Dr. Blood, seconded by Mrs. Barkley. Motion approved.

Mr. Farris introduced Rev. Charles Williams, President and CEO Indiana Black Expo. Rev. Williams said IBE is delighted to be partnered with ITPC. He announced that all IBE buildings are smoke-free and all IBE events are now also smoke-free. Rev. Williams stated that the IBE is very excited to help ITPC in the fight to stamp out smoking. With this new partnership between ITPC and IBE, IBE will no longer be accepting money from the tobacco industry. The ITPC partnership approved at the January board meeting will support the Free Summer Concert at the IBE's Summer Celebration.

Review Committee Reports:

A report for the Local Community Partnership grants was given by Mrs. Gaillard. There are three (3) counties recommended for approval and twelve (12) counties recommended for approval with modifications. Note: Those approved with modifications need minor changes.

Local Community Grants Recommended for Approval:

- *Dubois – Deaconess St. Joseph's Hospital
- *Perry – Perry County Substance Abuse Committee
- *Tippecanoe - Coalition for a Safe & Drug-Free Tippecanoe County

Local Community Grants Recommended for Approval with Modifications:

- *Adams – Boys & Girls Club of Decatur, Inc
- *Boone – Boone County Health Department
- *Gibson – Gibson County Health Department
- *Harrison – Harrison County Hospital
- *Jasper – Partners for a Drug-Free Jasper County
- *Knox – Good Samaritan Hospital
- *Wabash – Wabash County WASA, Inc
- *White – Partners for a Drug-Free White County
- *Cass – Cass County Government
- *Wayne – Partnership for a Drug-Free Wayne County, Inc.
- *Henry – Henry County – LLC
- *Washington – Washington County Substance Abuse Council – LLC

Motion to approve report as given made by Mr. Steward, seconded by Dr. Snell. Motion approved.

A report on Local Minority Partnership grants was given by Mrs. Gaillard. There is one minority grant recommended for approval with modifications.

Local Minority Grant Recommended for Approval with Modifications:
*Elkhart – Minority Health Coalition of Elkhart County

Motion to approve the report as given made by Dr. Keen, seconded by Mr. Kenny.
Motion approved.

An update on the Statewide, Regional, and Pilot Programs was given by Dr. Keen. The applications received were overwhelming. For the Statewide grants the original proposals amounted to approximately \$18 million. The ITPC Board has approved \$6.5 million for this category of funding. The following applicants were recommended for funding from the State, Regional & Pilot program:

- Boys & Girls Clubs of Indianapolis
- Clarian Health Partners, Inc.
- Conner Prairie Living History Museum
- Healthy Communities Initiative of St. Joseph County
- Indiana Academy of Family Physicians Foundation
- Indiana Black Expo, Inc.
- Indiana FFA Organization / A Legacy of Leaders
- Indiana High School Athletic Association
- Indiana Latino Institute, Inc.
- Indiana Minority Health Coalition, Inc.
- Indiana Regional Council of Carpenters
- Indiana State Department of Health
- Indiana State Medical Association
- Indiana University – School of Medicine
- Indiana Teen Institute at Vincennes University and the Nixon Group
- Moving In the Spirit Ministries, Inc.
- PharmASSIST, Inc.
- Purdue University
- The Sanders Group
- United Health Services

Dr. Keen moved that the Board approve the recommendations, seconded by Dr. Jay.
Motion approved.

Evaluation Committee Report:

Dr. Jay provided a report from the Evaluation Committee. The Committee met with the American Institute for Research (AIR), who will serve as ITPC's Evaluation and Research Coordinating Center.

Sponsorships:

A handout was provided regarding sponsorship proposals. Mrs. Sneegas noted that earlier this year, the Board set aside \$125,000 to cover sponsorships. Staff has been approached for higher levels of sponsorship funding that goes beyond the traditional sponsorships originally envisioned. These different kinds of sponsorships enable us to have partnerships with new types of groups that in turn will open up possibilities that are significant in changing the social norms of tobacco use.

Indiana State Fair contacted us about a sponsorship that would center on sponsoring a “kid’s day” at the State Fair opening doors to reach the youth audiences. The Fair would be tobacco free in all fairgrounds for the day. This makes a strong statement about Hoosier lifestyles.

A motion to approve the sponsorship of \$170,000 was made by Dr. Keen, seconded by Dr. Huber. Motion approved.

ITPC has also been approached by Panther Racing, which takes no tobacco or alcohol sponsorships. Panther Racing proposes that ITPC utilize their 22-year old driver, Sam Hornish, Jr. to deliver a tough tobacco free message within the racing industry. ITPC would also use Sam in conjunction with the Youth Advisory Board, in commercials that directly talks to youth and in public appearances around the state. Dr. Keen made a motion to approve sponsoring up to \$500,000, seconded by Dr. Blood. Motion approved.

A sponsorship request has come for the August 2002 State Prevention Conference (\$20,000). This would include our sponsorship of several speakers (including Matt Myers). We would also have two of our own workshops/exhibit space. Dr. Blood made a motion to approve sponsorship, seconded by Dr. Jay. Motion approved.

Indiana State Department of Health (ISDH) requested \$10,000 to support the ISDH 2002 Black Expo Health Fair (The health fair sponsorship is separate from the IBE sponsorship). It would be the same as last year. Dr. Keen made a motion to approve the sponsorship, seconded by Dr. Simpson. Motion approved.

Mr. Farris introduced Representative Bill Crawford and thanked him for his strong support for tobacco prevention and cessation. Rep. Crawford noted that his committee is in the process of acquiring information to make sure that the “grass roots” money is getting out there in a way that makes a difference, a way that makes people want to stop smoking, or never to start. Rep. Crawford said that he has major concerns about media coverage. In his opinion the media attention has not been directed toward the minority communities, though the alcohol and tobacco companies seem to be. Rep. Crawford also stated that he doesn’t believe that current advertising makes an impact on minority communities. He would like for media to be directed towards “urban contemporary

adults”. He also said that he would like to work with churches, youth organizations, and youth services.

Organization and Project Reports:

Mr. Farris said how critically important evaluation is, as a key issue that causes us to continue to receive funding at an appropriate level. Mr. Farris introduced Doug Evans from the American Institutes for Research, who will serve as our Evaluation and Research Coordinating Center. Mr. Evans discussed the scope of work they have already begun to focus on for the first year of their evaluation activities.

Mr. Farris explained a request to enter into a Memorandum of Understanding with the State Board of Accounts to fund \$450,000 a year to allow the State Board of Accounts to conduct fiscal monitoring of grants. ITPC staff met with Charles Johnson, the State Examiner. A Memorandum of Understanding was prepared to help ITPC financially evaluate all of the community grants, minority grants and the statewide and regional pilot grants. A motion to approve this proposal was made by Dr. Blood, seconded by Dr. Jay. Motion approved.

Mr. Farris introduced Superintendent of Excise Police, Penny Davis. Ms. Davis provided an update on their contract with ITPC. Ms. Davis reviewed the quarterly reports. She said that they are now averaging 500 tobacco inspections a month.

MZD/Nixon Group/ Promotus Report:

Mr. Farris asked Margaret Davidson to give the MZD/Nixon Group report. Mrs. Davidson said that MZD had started their new advertising campaign a week ago on Tuesday, and just finished a round of coalition group trainings around the state.

Mrs. Davidson said the Youth Summit is scheduled for April 19-21 here in Indianapolis. The youth are logging on to “that tobacco thing” website to register for the summit. Their goal is to have 300 attending. 100 youths have already registered.

Mr. Bryant stated that they have now launched their new Indiana specific, television, radio and print campaign. He also stated they recently worked with Radio One to sponsor the Women’s Expo in Indianapolis. This week they are releasing an essay contest open to any youth between the ages of 12-18 years. The teens will be asked to share their feelings and personal experiences with tobacco. Part of this promotion is an information hunt. Teens will be asked ten questions and will be given different websites to go to, to research these questions.

Legislative Update:

Mr. Lux gave the legislative update. Mr. Lux noted that House Bill 1004 died on the last day of the session. The proposed 39.5-cent tax increase on cigarettes also died with this bill.

Staff Update:

Mrs. Sneegas noted the following:

- ❖ Mr. Lux presented information on the ITPC program at the National Synar conference.
- ❖ Mrs. Gaillard attended the CDC's managers meeting
- ❖ Smoke-free Indiana Coalition of Evansville;
 - Teamed with radio, newspaper, television media
 - Held a town hall meeting with a panel made up of
Mrs. Sneegas, John Kincaid, a local owner of a cigar bar, and a tobacco farmer from Owensboro, KY
- ❖ Held an Advisory Board meeting in February to discuss training
- ❖ News articles are inside packet for review
- ❖ Kick-Butts Day is April 3rd
- ❖ Next Executive Board meeting is May 16th
- ❖ Introduced new staff member Kristen Kearns, Administrative Assistant

Mrs. Gaillard noted the following:

- ❖ Partnership Workshops held in March reached 167 partners from 66 counties
- ❖ TAP/TEG workshop will be held on April 8th & 9th

Motion to adjourn meeting made by Dr. Blood, seconded by Dr. Huber. Motion approved.